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CLAIM AMENDMENTS

1-44. (canceled)

45. (new) A system for facilitating sharing of information between web users, the system comprising:

a client program that runs on user computers in conjunction with web browsing software, and presents supplementary information associated with web pages accessed by users on said user computers; and

a data server that communicates over a network with the user computers that run the client program, and sends said supplementary information to the user computers for presentation by the client program;

wherein the client program and data server collectively implement a service in which (a) when a first user accesses a web page that describes a first product, the first user is provided an option to complete and submit a form that requests at least one specific type of product-related information associated with the first product, and (b) when a second user accesses the web page following submission of the form by the first user, the second user is provided an option to view the product-related information submitted by the first user.

46. (new) The system of Claim 45, wherein the client program provides a browser toolbar that displays an indication of whether a web page currently being viewed by a user includes a description of a product for which supplementary information is available from the data server.

47. (new) The system of Claim 45, wherein the service includes a web page analyzer that analyzes content of web pages to evaluate whether the web pages include descriptions of products.

48. (new) The system of Claim 47, wherein the web page analyzer is implemented, at least in part, within said client program.

49. (new) The system of Claim 47, wherein the web page analyzer is implemented as a component of the data server.

50. (new) The system of Claim 45, wherein the data server includes a database that associates web pages of a plurality of web sites with products described on said web pages, and

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uses said database to evaluate whether a web page being accessed by a user describes any products.

51. (new) The system of Claim 50, further comprising a data generation module that automatically populates said database with data obtained from a computer-implemented analysis of web pages.

52. (new) The system of Claim 45, wherein the form requests, and includes fields for user entry and submission of, a recommendation associated with the first product, such that users can post product-related recommendations for viewing by other users.

53. (new) The system of Claim 52, wherein the service additionally provides functionality for users to cast votes in connection with product-related recommendations posted by other users, and to view tallies of votes cast in association with specific recommendations.

54. (new) The system of Claim 52, wherein the form requests, and includes a field for user entry of, a web address associated with the recommendation.

55. (new) The system of Claim 45, wherein the form requests, and includes a field for specifying, an identifier of a related product that is related to but different from the first product, such that users can post recommendations of related products to other users who access the web page.

56. (new) The system of Claim 55, wherein the form additionally includes a field for specifying a web address associated with the related product.

57. (new) The system of Claim 55, wherein the form additionally includes a field for specifying why the related product is recommended.

58. (new) The system of Claim 55, wherein the form additionally prompts users to specify whether they have an interest in an associated recommendation of a related product.

59. (new) The system of Claim 45, wherein the form requests, and includes a field for specifying, a web address associated with an online store from which the first product can be purchased, such that users can post recommendations of online stores for purchasing the first product.

60. (new) The system of Claim 59, wherein the form additionally requests a description of why the online store is being recommended.

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61. (new) The system of Claim 59, wherein the form additionally prompts users to specify whether they have an interest in an associated recommendation of an online store.

62. (new) The system of Claim 45, wherein the form prompts users to enter at least one of the following: (a) an identifier of an online store at which the first product is available for purchase; (b) an identifier of a second product that is related to the first product.

63. (new) The system of Claim 45, wherein the client program additionally provides, separately from the web page, an option to add the first product to a virtual shopping cart, such that a user can add items to the virtual shopping cart across multiple web sites.

64. (new) The system of Claim 45, wherein the service additionally displays links to auction web pages associated with the first product.

65. (new) The system of Claim 45, wherein the client program and data server provide the service across a plurality of web sites, and the data server is separate from servers of said plurality of web sites.

66. (new) A method for facilitating sharing of information between web users, the method comprising:

monitoring a first user's web browsing activities to detect that a web page accessed by the first user includes a description of a first product, wherein the monitoring is performed using a client program that runs on a first user computer and communicates over a computer network with a data server;

while the first user is accessing the web page on the first user computer, presenting to the first user a form that prompts the first user to supply at least one specific type of data associated with the first product, wherein the form is separate from the web page, and is presented to the first user under control of the client program running on the first user computer;

in response to submission of the form by the first user, storing, within a database of the data server, data entered by the first user into said form; and

subsequently, presenting the data entered by the first user to a second user who is accessing said web page on a second user computer, wherein the data is presented to the second user under control of a client program that runs on the second user computer and communicates with the data server.

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67. (new) The method of Claim 66, wherein monitoring the first user's browsing activities comprises the computer-implemented step of analyzing content of the web page to evaluate whether the web page includes a description of the product.

68. (new) The method of Claim 67, wherein the step of analyzing the web page is performed by the first user computer under control of the client program.

69. (new) The method of Claim 67, wherein the step of analyzing the web page is performed by the data server.

70. (new) The method of Claim 66, further comprising notifying the second user, via a toolbar generated by the client program that runs on the second user computer, that the web page includes a description of a product for which information is available.

71. (new) The method of Claim 66, wherein the form includes fields for user entry and submission of a recommendation associated with the first product, and wherein the data entered by the first user and presented to the second user comprises data elements of a recommendation supplied by the first user.

72. (new) The method of Claim 71, wherein the recommendation is of an online store for purchasing the first product.

73. (new) The method of Claim 71, wherein the recommendation is of a second product that is related to the first product.

74. (new) The method of Claim 71, further comprising providing an option to the second user, via the client program that runs on the second user computer, to vote on a quality of the recommendation supplied by the first user.

75. (new) The method of Claim 71, wherein the form includes a field for user entry of a web address associated with a recommendation.

76. (new) The method of Claim 66, wherein the form includes a field for specifying an identifier of a related product that is related to the first product, and the method comprises presenting to the second user a product identifier entered into said field by the first user.

77. (new) The method of Claim 76, wherein the form additionally includes a field for specifying a web address associated with the related product.

78. (new) The method of Claim 76, wherein the form additionally includes a field for specifying why the related product is being recommended.

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79. (new) The method of Claim 76, wherein the form additionally prompts users to specify whether they have an interest in an associated recommendation of a related product.

80. (new) The method of Claim 66, wherein the form includes a field for specifying a web address associated with an online store from which the first product can be purchased, and the method comprises presenting to the second user a web address entered into said field by the first user.

81. (new) The method of Claim 80, wherein the form additionally includes a field that requests information about why the online store is being recommended.

82. (new) The method of Claim 80, wherein the form additionally prompts users to specify whether they have an interest in an associated recommendation of an online store.

83. (new) The method of Claim 66, further comprising presenting to the first user, under control of the client program running on the first user computer, an option to add the first product to a virtual shopping cart, said option not being provided on the web page.

84. (new) The method of Claim 66, wherein the client program that runs on the first user computer is separate from, and runs in conjunction with, a web browser that runs on the first user computer.

85. (new) The method of Claim 66, wherein the data server is separate from a web server system that serves the web page.